



# City of Racine

City Hall  
730 Washington Ave.  
Racine, WI 53403  
[www.cityofracine.org](http://www.cityofracine.org)

## Meeting Agenda - Final Planning Heritage and Design Commission

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Wednesday, March 24, 2021

4:30 PM

Virtual

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### Call To Order

### Approval of Minutes for the January 27, 2021 Meeting.

[0210-21](#)

**Subject:** A request by Angela Goldbeck, representing Rise Up Piercing and Tattoo, for review and approval of signage at 307 Main Street. (PHDC-21)

**Attachments:**

[Recommendation](#)

[Design Review Checklist](#)

[Applicant Submittal](#)

*Staff Summary:*

*Being zoned B-4 Central Business, the property at 307 Main Street falls within the Downtown Area Design Review district and is subject to the Downtown Area Design Guidelines. The proposed signage is a wall sign. Subject to the conditions outlined in the resolution, the Planning, Heritage, and Design Commission should consider approval of the proposed signage.*

[0212-21](#)

**Subject:** Communication from the Director of City Development requesting permission to accept a Certified Local Government Historic Preservation Subgrant from the Wisconsin Historical Society to fund the preparation of a Reconnaissance Survey for a potential Carlisle Avenue National Historic District. (PHDC-21)

**Attachments:**

[Staff Recommendation](#)

*Staff Summary:*

*The State of Wisconsin Historical Society has \$100,000 to disperse through subgrants for Certified Local Government (CLG) Communities in the State. As a CLG, the City of Racine is able to submit applications to help fund historical preservation related activities. In late 2020 staff was authorized to apply for this grant and was notified in February of 2021 the application was approved. The survey would examine a portion of the City generally bounded by Rapids Drive to the North, Memorial Drive to the east, State Street to the south and Summit Avenue to the west, includes residential structures predominantly from the 1870's through the 1940's. Interspersed are the traditional corner store commercial structure (corner shops), neighborhood churches, a former school, and some industrial facilities. The Commission should consider recommending to the Finance and Personnel Committee and the Common Council that Department of City Development staff be authorized to execute the necessary documents to receive the grant and have this work completed.*

[0211-21](#)

**Subject:** Communication from the Director of City Development requesting permission to accept a Certified Local Government Historic Preservation Subgrant from the Wisconsin Historical Society to fund the preparation of Rehabilitation Design Guidelines for residential properties in Racine. (PHDC-21)

**Attachments:**

[Staff Recommendation](#)

*Staff Summary:*

*The State of Wisconsin Historical Society has \$100,000 to disperse through subgrants for Certified Local Government (CLG) Communities in the State. As a CLG, the City of Racine is able to submit applications to help fund historical preservation related activities. In late 2020 staff was authorized to apply for this grant and was notified in February of 2021 the application was approved, but with partial funding. This project would create a standards and guidelines for the proper rehabilitation of residential properties, primarily detached dwelling units. This guide would apply to both landmark and contributing properties but also those not having such designations; we do receive requests from people owning historical homes wondering what type of work would help keep the integrity and potential historical integrity intact. The Commission should consider recommending to the Finance and Personnel Committee and the Common Council that Department of City Development staff be authorized to execute the necessary documents to receive the grant and have this work completed.*

**Discussion and presentation of mapping analysis related to structure age and location for application of WHS subgrant related to residential design guidelines.**

*Staff Summary:*

*An interactive map will be displayed and a guided discussion around structure age and which areas of the city the WHS grant related to residential design guidelines for historical properties should be applied. Commissioners will view a live screen of staff Geographic Information System (GIS) data and will be able to direct the parameters which control the display. Commissioners should be prepared with what ages of structures they would most like to see guidelines for or alternatively, area(s) of the City in which they would like to see design guidelines focused on.*

**Adjournment**

If you are disabled and have accessibility needs or need information interpreted for you, please contact Department of City Development at (262) 636-9151 at least 48 hours prior to this meeting.

Due to the COVID-19 Pandemic, this meeting will be held virtually and can be accessed the following ways:

Please click the link below to join the webinar:

<https://zoom.us/j/91397700214?pwd=WTB6S0EzUWxFcmJhUjMzNEtZNEpBQT09>

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